

## THE OPC LOGO: WHERE DID IT COME FROM?

Have you ever wondered how the OPC got its logo?

The handsome design depicting three map projections within the letters, OPC, which graces the bronze plaque soon to be affixed outside The Tudor, was used on the masthead of the 1991 and 1992 issues of "Dateline." The design was conceived and executed by Bob Essman.

A member of the OPC since the early 1970s, Essman is a veteran of *Life* magazine—where he did a special edition on the moon landing in 1969—of *Show* magazine, *Business Week* and *People*.

The logo's history dates to the mid-1970s when Essman, who had designed the logo for the Bicentennial for New York City ("I got one buck, and I still

have the check") was approached by the late Will Yolen, another OPC member, about creating a new OPC logo.

Essman recalls that Yolen, who "was vitally interested in the OPC and its activities," thought the club looked old in the '70s and wanted to bring the club into the '90s with a fresh, younger look that would attract new members.

Essman opted to use the club's acronym for the logo design since members always

Yolen's initial query but never formally accepted by the Board of Governors, was rekindled in 1990 when Essman was asked to help design and produce "Dateline."

Larry Smith, OPC president, sees Essman's logo as a "simple, direct and honest symbol that will take the club through the '90s and beyond."

"We are proud to have Bob Essman's design represent the OPC and hope it will gain recognition around the globe," Smith

added. Essman himself says, "I was very fond of the OPC, and Will asked, and I was happy to do it. If the logo has helped

seemed to refer to the OPC rather than the Overseas Press Club. The map projections were produced by Robert McCauley, a *Business Week* colleague of Essman's at that time.

Interest in Essman's design, which was presented to the OPC three months after Will

revitalize the club, I can only say I'm pleased." Essman now owns, with Robin Field, a communication and graphics design business. The two of them produce "Revival-Theatrical History Revisited," a quarterly devoted to the history of the English-speaking stage.

For more information, contact REVIVAL, P.O. Box 295, Amherst, Wis. 54406. —Caryn Friedman

## OPC MEMBER WRITES NEW BOOK

Out of the eight-volume saga planned by member Benjamin Evans Dean, six volumes of "A Virginian in Yankeeland" are already completed.

Volume six is due out in early 1994, subtitled, *The Fishy Political Environment* (750 pp).

Volume Four, the author noted, is of great interest to OPC members because it covers his experience on the staff of *Stars and Stripes*.

These volumes are available from Baker & Taylor and The Book House Inc., or directly from Dean, P.O. Box 357, Oswego, N.Y. 13827.

## OBITUARY

William Angus Corley, former chief of NBC News bureaus in Chicago, Moscow and Saigon, died Oct. 3. He was 76.

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## Moscow...

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more than sticks and clubs.

But somehow, the arms cache that had been built up at parliament found

Panting heavily,  
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by portable phone.  
That's enough  
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day I figured.  
I figured wrong.

its way to Oostankino aboard commandeered military vehicles and police cars and buses. Standing about 25 yards from the front door, I again became on Olympic sprinter when two rocket-propelled grenades slammed into the building, signaling the start of a more than eight-hour battle for control of the airwaves. The rest was anticlimactic. I listened to the crackle of gunfire, and an occasional rocket grenade, but from a safe kilometer away. I called in occasional reports on the portable phone. Eventually, I was recalled to the office.

Although there was a smattering of applause for the aging correspondent who found himself twice in the all-to-near vicinity of real-life gun battles, I was quickly informed by Renfrew that overtime was out of the question.

The following day, Monday, when tanks and troops crushed the parliament rebellion, my wife took a dismal view of my exploits on the streets and laid down the law: Stay home.

Finally, I read the situation correctly. I stayed home and watched the final battle on CNN.

## Yeltsin...

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ended, then all the press is in jeopardy. Just as we applaud your heroic efforts to establish a democracy in Russia, so do we urge you strongly to recognize the importance of the ability of publications of all political stripes to cover the news.

We would welcome your comments, and wish you much success.

Norman A. Schorr, vice president chairman, Freedom of the Press Committee

## Vladislav Drobkov To Speak Nov. 9

Vladislav Drobkov, the Washington bureau chief of *Pravda*, will give the inside story regarding the shutdown of *Pravda*, 12 other newspapers and a TV show following the failed coup in early October.

Drobkov, formerly deputy editor in chief of the newspaper, will discuss the extent of the changes affecting the press. He appears regularly on CNN's International Correspondents program.

## • THE OPC CALENDAR •

You'll want to attend December's Christmas Party:  
When: Wednesday, December 15  
Where: The Tudor, 304 East 42nd Street, NYC  
Time: 5:30 - 7:30 p.m.  
Cost: Free. Call for reservations: (212) 983-4655.  
Come one, come all!

The Overseas Press Club of America, Inc.  
320 East 42nd Street, Mezzanine  
New York, NY 10017 USA

OVERSEAS PRESS CLUB OF AMERICA 304 EAST 42ND ST. NY, NY NOVEMBER 1993

# OPC Bulletin

Pat Choate tells the OPC why he's against NAFTA:

## 'It's Not in Our Best Interest'

BY CHRISTIE EMDEN

Pat Choate, the political economist who co-authored "Save Your Job, Save Our Country" with Ross Perot, urged more than 60 members and guests who attended the Overseas Press Club's October 13 program meeting to say "No to the North American Free Trade Agreement." He maintained that a NAFTA accord would lead to the loss of millions of U.S. jobs.

Although he concedes that NAFTA has some important features, including encouragement for market-oriented reforms in Mexico, protection from nationalization for companies relocating to Mexico and repatriation of prof-

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Just Say No? Pat Choate, the political economist and author, said at the OPC's October 13 program that NAFTA's weaknesses far outweigh its strengths. He asserts that the attraction for capital will be so great that there will be a massive industrial location to Mexico.

## OPC Foundation Launches Fund Drive

The OPC Foundation is appealing to members and media companies for donations, which are tax deductible, to expand its annual scholarships and workshops for college students. Two \$1,000 scholarships are awarded each year by the Foundation.

Letters to OPC members and media leaders will ask for financial support for the scholarships and for one or more workshops during the year for students aspiring to become international journalists.

The Foundation also contributes toward the out-of-pocket expenses of the club's Freedom of the Press Committee.

"We have been extremely pleased by the number of students applying for the scholarships, and by the opportunities the financial aid provided the winners," said H.L. Stevenson, president of the Foundation.

Kelly Moore, a graduate student at Indiana University and a 1993 winner, spent several weeks in Croatia this fall, gathering material on refugees for her master's project.

"The \$1,000 OPC scholarship bought my ticket to Zagreb," she wrote.

Christopher Reardon, a 1992 winner, traveled in Europe following his graduation from Columbia, producing a number of stories for the *Christian Science Monitor*.

In addition to Stevenson, Foundation officers reelected on Oct. 14 for 1-year terms were: Vice Presidents, Peter Arnett, Fran Carpentier and John Corporon; Secretary, Maria Ferris and Treasurer, Anita Diamant.

Six new trustees began 3-year terms: George Bookman, Fred Ferguson, Caitlin Kelly, Felice Levin, Victor Riesel and Robert Solby.

Other trustees are David Currier, Joseph Angelo, Bernard Gavzer, Catherine Hemlepp, Al Kaff, Rohama Lee, Jacqueline Leo, Werner Linz, Josephine Lyons, Dwight Sargent, Norman Schorr and Ralph Schulz.

Contributions are tax deductible and should be mailed to OPC headquarters, 320 East 42nd St. New York, N.Y. 10017. Checks should be made out to the OPC Foundation.

## Don't miss it!

**Tuesday, Nov. 9:** Vladislav Drobkov, the Washington bureau chief of *Pravda*, is speaking on press freedom in Russia at The Tudor, 5:30 p.m.



It's Going To Take a while: During his discussion, Choate maintained that in order for the U.S. to have successful trade with Mexico, the relationship must first be strengthened over the course of years. He said the U.S. must be prepared to spend money in Mexico: to improve the country's infrastructure and education system, and to guide them in making the switch to modern labor.



Amy Sisco

## Choate...

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its, Choate maintains that its weaknesses far outweigh its strong points. He asserts that the attraction for capital will be so great that it will lead to a massive industrial relocation to Mexico. Inexpensive labor, he said, is a great attraction for U.S. corporations, and in Mexico, according to U.S. Department of Labor statistics, the average wage, including benefits, is \$2.35 per hour, compared to \$16.75 in the U.S.

This could cut costs significantly, Choate said, but "this deal has gaps and flaws so great that it must be renegotiated." In order for the U.S. to have successful trade with Mexico, their relationship first must be strengthened over the course of years. The U.S. must be prepared to spend money in Mexico in order to improve that country's infrastructure, such as their education system, to enable them to make the move to modern labor. And, he said, Mexico must have a true and functioning labor market.

With the end of the Cold War,

Choate said, "the time has come for us to redefine America's relationship with the balance of the world," not only in foreign policy, but in trade policy as well, and trade policy must reflect institutional incompatibilities and the emergence of regional trade blocks. The U.S./Canada free trade agreement of 1988 is based on the compatibilities between the two nations—their income levels, the right to unionize, free labor, and an active multi-party, democratic system of government. There will be great difficulty including Mexico in this trade bloc, Choate added.

"Are the provisions of the agreement in the best interest for the U.S.?" Choate asked. "NO!" Defending his viewpoint, he said that many of those in favor of NAFTA have not read the agreement in its entirety, and do not know its specific provisions.

Economic attache of Mexico, Leopold Michel, responded Choate's arguments by urging him not to play on the fear of the people. He noted that Mexico is working for a better trade environment and that Mexico's wages are increasing.

## OPC Urges Yeltsin To Ease Curbs on Press

*Last month, Norman Schorr wrote an appeal to Boris Yeltsin, president of the Russian Federation, asking him to rescind his decision to shut down the anti-government newspapers. Here is Schorr's letter to the Kremlin:*

Your Excellency:

The non-political Overseas Press Club of America, which has represented journalists in the U.S.A. for more than 50 years, commends you for your recent lifting of censorship on the media. Also, we were pleased to learn about the recognition you gave to journalists for their courage in fighting to keep their broadcasts on the air and your citing how important is the right to freedom of information for news media and the public.

The journalists who fought to keep their broadcasts on the air so the Russian people would be informed about what was going on during the recent confrontations are truly heroes. Their courage illustrated the commitment of news men and women to report what is happening, even at great personal risk.

A free press is well-recognized as a fundamental, essential foundation of a democracy—and this freedom must be given even to those people who may disagree with or criticize the government.

Establishing a democracy in Russia after 75 years of a totalitarian dictatorship is no easy task, we recognize. Still press freedom means just that—freedom to report on the activities of all political groups and forces, without censorship, intimidation or harassment.

Respectfully, we urge you to rescind the decision to shut down the anti-government newspapers. We take no position for or against their policies. But, if the publication of just one paper is sus-

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This reporter needs a day off

## Moscow AP Correspondent In a Sprint To Escape Bullets

*Six journalists were killed covering the showdown between Russian President Boris Yeltsin and his hard-line opponents. What made these stories so hazardous was the unpredictability of when fighting would erupt. John Iams, a correspondent for the Associated Press in Moscow, describes his own personal experience.*

BY JOHN IAMS

MOSCOW—In armed conflict, situations change suddenly. One moment, one side seems in charge; the next, the opposite is true.

That is how, on Oct. 3, I found myself doing a bad imitation of an Olympic runner trapped in the overweight body of a 50-year-old drinker and smoker, twice doing 1,000 yard sprints to escape flying bullets.

It was a Sunday. The parliament building, known as the "White House," was occupied by Vice President Ruslan Khasbulatov, parliament speaker Aleksandr Rutskoi and a rag-tag band of well-armed militants.

Outside, equally well-armed White House had sealed off the White House with a ring of barbed wire and water-tank trucks.

Across town, under a huge statue of Vladimir Ilyich Lenin, thousands of supporters of the parliament hardliners planned a mass rally to demand that President Boris Yeltsin rescind his Sept. 21 decree dissolving parliament.

It was warm and sunny. The demonstrators, tired of listening to

boring Communist-style speeches, turned their attention to marching toward the White House. They took to the Ring Road, which encircles the city center, and literally punched their way through a half-dozen hastily set up police skirmish lines.

Following closely behind, the road looked to me like a war zone. Abandoned police cars and buses dotted the road leading to the White House, their windshields shattered and insides ripped apart by demonstrators.

When I reached the White Hosue,



Work has begun on repairing the damage inflicted on the White House when tanks opened fire in early October.

about three miles from where the demonstration started, I failed to notice a significant change from earlier in the day: There were no cops blocking my way to the parliament grounds.

That should have tipped me off, but I was unaware that the militiamen had pulled back in face of the onslaught of demonstrators.

I took up position in front of the

adjacent mayor's office. The cops did not hinder me. I watched as two military trucks clumsily maneuvered around the front door of the building, crunching into each other as if the drivers were drunk. They may well have been. The two trucks smashed through the front door, and two men armed with automatic rifles opened fire on the government troops inside.

Bullets were flying in both directions, including over where I had taken cover under a concrete abutment. The firing subsided, and I made my first dash, sprinting across New Arbat Street. Midway, the firing started again, and adrenalin sent me hurtling across a concrete wall and flopping on top of several Russian passerby who had taken cover.

Panting heavily, I called my report into the office by portable phone. That's enough excitement for one day, I figured. I figured wrong. When I got to the office, Bureau Chief Barry Renfrew had just gotten a report that there would be a major demonstration at Ostankino, the main television broadcast center. He sent me. After all, this was just a demonstration, not another firefight.

Again, I misread the situation. The vital clue should have been a convoy of about 30 police cars, packed with city militiamen, headed in the opposite direction. Although there was tension as hundreds of pro-parliament demonstrators began to arrive, it appeared at first they were armed with nothing

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## What Can Happen at a Mogadishu Peace Rally

BY JIM ADAMS

MOGADISHU—Reporters and photographers piled into cars and on to pickups early Monday on Oct. 25 for a convoy to cover a peace rally they knew would turn violent.

They knew it because south Mogadishu warlord Mohamed Farah Aidede's aides had been warning for days that there would be violence if rival north Mogadishu warlord Ali Mahdi Mohamed tried to hold the peace rally in south Mogadishu at Villa Somalia, the old presidential palace.

Yet trips to the area earlier in the morning had found no sign of violence at all. No gunmen on the streets. No early arrival of peace demonstrators. Nothing but friendly Somalis who lived in the area.

The 9 a.m. rally time was approaching, and the foreign reporters, all staying at the Sahafi Hotel, formed the con-

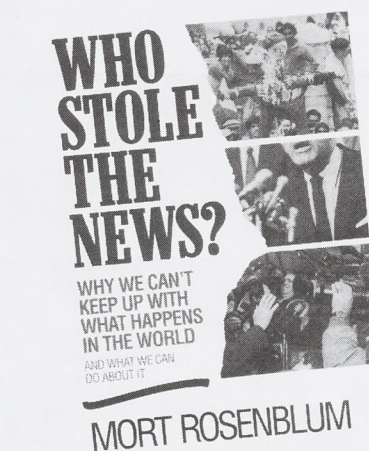
voy to cover it. The rally area had completely changed. Roadblocks had been thrown up everywhere, some manned by armed Aidede militimen, and the convoy chased first one direction and then another, like rats in a maze.

Finally a zigzag took them near the Green Line between north and south Mogadishu—and to the battle. From a block away, they heard the gunfire, and then a left turn took them to the battle itself. There was steady machine-gun and rifle fire around the next corner, and the double thump-thump of rocket-propelled grenades.

But the reporters were too late to get any closer. They knew that since the fighting had already started, anyone who went into the area would be a target. They were right. A truckload of Concern relief agency Somali bodyguards did drive into the area later and were ambushed. One was killed.

get the story.

In his behind the scenes look at what happens to the news, Rosenbloom places much of the blame for our lack of knowledge of foreign



events at the feet of executives blinded by the quest for higher ratings and bottom-line dollars. He interestingly maintains that executives or editors who opt to exchange information for entertainment

Another was shot in the head.

That was the excitement, danger and frustration of covering Mogadishu.

The convoy of reporters and photographers had been at the fighting. But they had no pictures, and they did not know if Ali Mahdi's people were firing back, or if the peace rally had been stopped, or if peace marchers had even come at all. That fighting continued much of the day and spread to three other areas of the city by Tuesday, one of them just outside the reporters' Sahafi Hotel.

About 50 journalists are covering Mogadishu out of that hotel. But fighting appeared to die down Wednesday, and the press corps were dwindling fast.

*Jim Adams is a foreign correspondent for Reuters, based in Mogadishu.*

## Book Review

BY CARYN FRIEDMAN

Who stole the news? Why was the news stolen? What can we, the purveyors and consumers of the news, do to get it back? These are the questions that Mort Rosenbloom asks and attempts to answer in his new book, *Who Stole the News?: Why We Can't Keep Up With What Happens In the World and What We Can Do About It* (John Wiley & Sons, 300 pp., \$24.95), a provocative look at foreign news coverage.

Rosenbloom's work is a comprehensive, knowledgeable guide book to the various media, which tells how each operates and assesses their performance. Liberally illustrated with anecdotes garnered over his twenty-five years as an Associated Press foreign correspondent and editor, his serious critique of the news business is enlivened with asides on the capers and occupational hazards often faced by foreign correspondents in their zeal to

shortchange the American public whose interests reach beyond their neighborhoods. What the public finally receives is news that has been filtered or distorted to satisfy those whose agenda it is to keep us in the dark.

But Rosenbloom is quick to point out that the "grinches at the top" who have foresaken serious world news reporting for moneymaking are not solely to blame. He asserts, "The news has not really been stolen. It has been mugged, muffled and muzzled, kicked into corners and left to atrophy, pumped out of shape or ignored altogether. Sometimes it obscures everything else around it. Or it is dismembered and stuffed into ignoble little parcels labeled 'The World in Brief.'"

Yet Rosenbloom concludes on the hopeful note that we can reclaim the news if readers and viewers demand to be supplied with a better product, correspondents supply it and editors "open the gates." He makes a convincing argument for this deceptively simple solution.